

Virtual Orientation Project with Advantage Design Group

January 28, 2025

Barton requests approval to contract with Advantage Design Group for consultation and creative services in design, production, and hosting a virtual student orientation platform for Barton students.

History: Barton's student orientation approach has been homegrown, and inconsistent. Several departments and employee groups have been involved with student orientation programming and all have done well with their piece of this service. Some of the current student orientation work will continue even if the virtual orientation is implemented. This would primarily be the traditional face-to-face, ½ day, orientation sessions presented in the fall of each year on the Barton County campus.

Research:

For many years, there has been a goal to offer a virtual orientation option that could be available to all Barton students. At that time, the college previewed vendors who offered student orientation platforms or systems with the hope to purchase and customize for Barton. However, these systems are expensive and other priorities took precedence. A team of Barton personnel began researching student orientation platforms/systems again during the fall 2024 semester.

Proposal: Utilizing special funds provided by KBOR for Student Success initiatives, the team proposes to contract with Advantage Design Group for the design, production, and hosting of Barton's first ever interactive, video-based virtual orientation. Advantage Design Group is the premier vendor in this service arena and will assist Barton in developing a first-rate orientation program, on par with any college or university in the country. Advantages include:

- Engaging and interactive content specific to Barton
- Ability to provide this program to any student regardless of location, modality, student type, etc.
- A video crew from ADG will be on location for top quality, customization with authentic Barton still photography and videos
- Single sign-on within MyBarton portal/mobile friendly design
- Tracking and reporting
- This proposal includes an initial one-year purchase with an additional four-year subscription bundle option

Student impact:

- Eliminates requirement for online students to complete in-house orientation with each, separate, online course
- Expands the orientation program to all students, including high school students, other Barton locations, late arrivals on the Barton County campus and students who begin Barton courses in the spring semester or outside the fall start dates
- Allows students to reference orientation information if needed later
- Allows students to engage with and become familiar with processes, policies, and support services designed to improve their experience and success
- Supports student engagement and belonging

Total Cost: Initial year consultation, design, on location video, production and launch with four years of subscription continuation for a total of five years = \$176,114.00

Recommendation: **Authorize the President to sign the 5-year agreement with Advantage Design group for virtual orientation services, in the amount of \$176,114.00, as presented.**